

Real Stories of Young Entrepreneurs in Wisconsin

Name: Maggie Schaeffer

School & Grade: 11th grade at De Pere High School

Business Name: Maggie's 'Mazing Moisturizers

What inspired you to start your business? Tell us about your inspiration, your idea and how it became a reality.

I used to be a big fan of Bath & body works products. Then I learned that there were a lot of harmful chemicals in them. I also learned that your skin is the biggest organ in your body and what you put on it affects your overall health. A friend was kind enough to teach me how to make lotion on March 2, 2012. We made some for my family but then people started asking where I was getting it. My mother and I were constantly making lotion. Our friend suggested we also sold lip balm. My friends were raving about my products! Finally, on June 15, 2012, we got a bank account and were amazed at how much profit we had made.

Describe your product / service, purpose / goals, features / benefits, unique selling point.

My business is based off of three products: lotion, lip balm, and cold-process soap. I want to make clear that though my business profits are going towards college and ten percent to a not-profit student-run missionary organization, I'm not in business for myself but to educate people of the importance of using all-natural products. My products feature ingredients that you can pronounce and count on one hand. All of my products are made of all natural and simple ingredients one batch at a time.

Tell us about yourself and how you make your business succeed.

When my friend showed me how to make the lotion I was very excited because I loved beauty products and to make it myself was over my head. I really enjoyed making it. I feel this is important to being an entrepreneur because if you don't love what you do, it's not going to work. I'm creative, tenacious, computer savvy, and personable, and friendly. I desire to continue my business because I also get excited when customers return to purchase more products.

What are your future goals and vision for your business? How do you propose to develop your business?

I have a few goals for my business. I hope to start an Etsy account, get my products into additional stores, and create an online store. The video that is made for this application can assist in publicity of my business. I expect that the business will continue to grow since my customers enjoy using an all natural product that are healthful for their bodies and they desire to support a youth business owner. I am working on bringing an all natural bug repellent to my product line that will be available for the store shelves this summer. It is important to me to keep my product line manageable so that I can continue to provide the very best all natural products to my customers.